



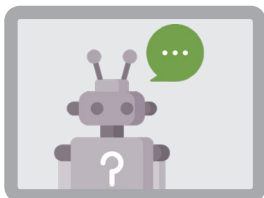
Admira **Avatars**

Admira **Virtual Assistant**

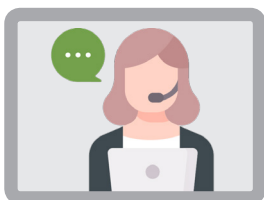
Virtual assistant management for
voice-commerce and customer service



Two options for assisting your audience at the point of sale by your Digital Signage circuit



Avatars allows the activation of artificial intelligences with 3D modeling for voice-commerce actions.



Virtual Assistant allows commercial and customer service actions with real agents remotely by video-assistance.

Combine all the advantages of on/off channels



Traditional retail

- Human factor.
- Immediate service.
- Product tangibility.
- Face-to-face experience.



E-commerce

- Consumer data collection.
- Real-time data analysis.
- Cross & Up-selling strategies.
- Automation of processes.

Crossing technologies to boost your business



Digital Signage



Internet of Things



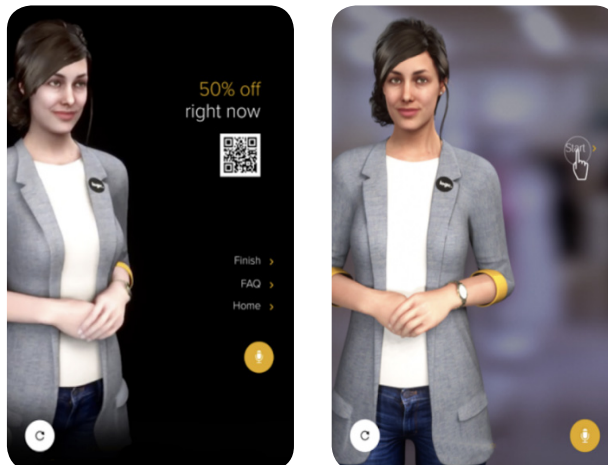
Mobile Marketing



Artificial intelligence

Avatars: dozens of interaction options

- Call to Action by voice or on-screen messages.
- Custom messages and age verification.
- Product introducing and FAQs.
- Product customization and purchase options.
- Delivery of offers and promotions.
- Purchase process closing and payment options.
- Voice rating system and register of reviews.



Virtual Assistant: human treatment at all times



- Product introducing and demonstration by video connection.
- Customer assisting by voice intercom or telephone assistance.
- Conversational-commerce with a real agent by text chat.
- Virtual desk to search and compare products by shared screen.
- Sensory marketing by aroma emitters and samplers.
- Custom assistance and hypersegmentation offers.

Full integration with Admira ecosystem

Pro-safe Interaction: Safe and contactless interaction by voice commands, QR codes and visual recognition. Integrable with Admira Covid Defender.

Transcribe2BigData: Transcription of the conversation and collecting in the database. Integrable with Admira Dashboards.

Video TSS: Integration with calls and technical support services for fixing incidents in real time. Integrable with Admira HeldDesk.

User Analytics: Data collection and analysis about users and interactions with Avatar. Integrable with Admira Analytics Suite.

Backoffice: Full control of your avatars and assistants

1. Dashboard

Customizable control panel with graphic summaries of the main sections.

2. Inventory

Connection with the inventory activation of the Avatar service, the virtual assistant or both.

3. Interactive map

Geolocation of avatars and direct connection.

4. Analytics

Statistical detail of the interactions.

5. 3D models

Different avatars and configurable 3D models.

6. Learning

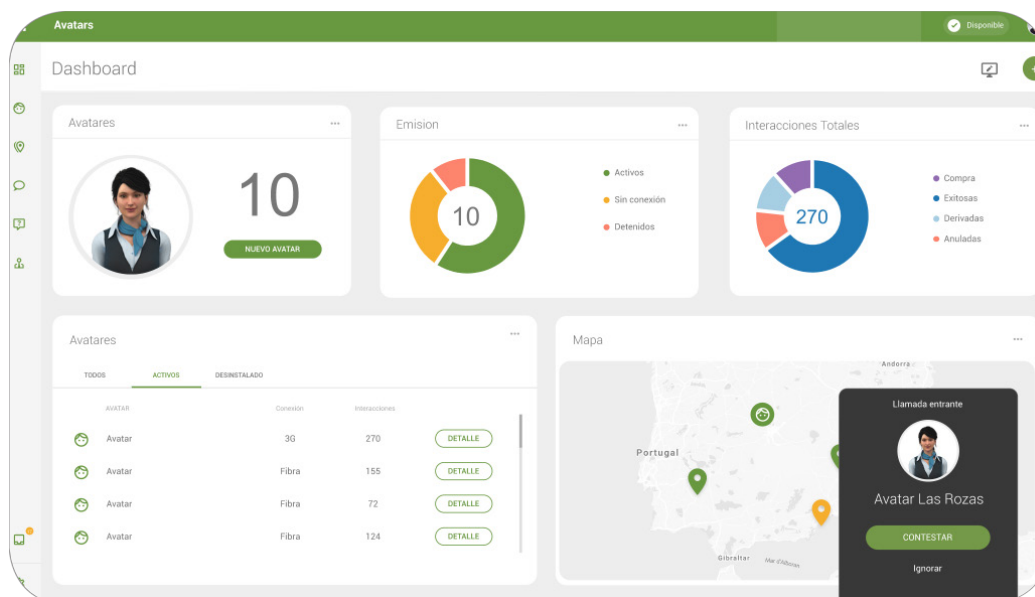
Unanswered questions and avatar learning.

7. Video assistance

List of remote assistants available to connect via videoconference.

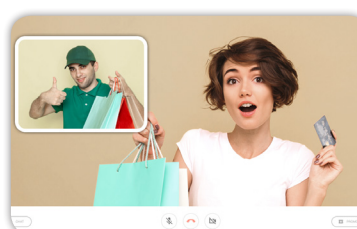
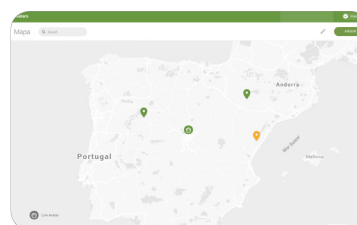
8. Promotions

Sending promotions live to the user and live chat to resolve incidents.



Statistics and KPIs

- Number of interactions with clients/users.
- Duration of the conversations.
- Successful avatar/assistant interactions.
- Interactions derived from the assistant.
- Transcription and recording of conversations.
- Questions not registered in the predefined ones.
- New replies added by the assistant.
- Successful actions with completed process and sale closing.



About Admira Digital Networks, SL

Admira is the leading Spanish digital signage and retail analytics company. We provide advanced intelligence services and innovative digital signage and audience analytics functionalities in all sectors: airports, shopping centers, luxury stores, pharmacies, cinemas, corporate offices, supermarkets and outdoors. Our 15 years of experience guarantee us as the best digital transformation partner applied to digital signage.

For more information, visit www.admira.com.

About Admira Platform

The Admira Platform is cloud solution owned by Admira Digital Networks SL. It works with a SaaS (Software as a Service) model, and is designed to manage digital signage circuits and retail analytics. Its purpose is to connect technologies to the internet in order to improve experiences at the point of contact with the consumer and maximize the return on such initiatives.

The Admira Platform has more than 40,000 connected points for more than 250 clients in more than 50 countries. Its platform generates the highest data traffic in retail with the highest levels of security and emission. It is also the main advertising circuit management platform in Spain.

For more information, visit www.admiradigitalsignage.com.

Legal note

The specifications and designs described in this document may undergo variations and modifications with respect to the service finally provided. Designs shown may be approximate or simply illustrative. Admira Digital Networks is not responsible for any confusion or misunderstanding caused by people outside the organization.

Art credits: Flaticon, Freepik.

Admira Digital Networks SL

Santa Rosa 4, bajos - 08012 Barcelona (Spain)
Phone: (+34) 93 415 09 30 - Email: info@admira.com
www.admira.com